

### **Summary**

Method of operating multiple advertising and display devices with matrix-type image structure, in which in a centre a first information content to be displayed is entered, in which control information stating on which of the multiple advertising and display devices this first information content is to be displayed is entered there, in which from this first information content and multiple other information contents a data stream is formed, in which this data stream is distributed to the multiple advertising and display devices in a radio-like way, in which the control information is transmitted to at least one of the multiple advertising and display devices, and in which at least one of the multiple advertising and display devices receives the data stream and the control information, as well as an advertising and display device, a centre and a system.